

OVERSEAS PRESS CLUB OF AMERICA

BULLETIN

WORLD PRESS CENTER

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SWEET TREAT FOR OPCers

A "United Nations of Beauty" graced the OPC scene at a special reception given in honor of "Miss Universe" contestants last Friday, June 30. The glamour queens were in New York for a week's festivities before competing in the 10th annual "Miss Universe" Beauty Pageant in Miami, July 9-16. The lovely delegates had just arrived from Europe via El Al Airlines. A telecast of the pageant's main event - selection of the winner - will be shown over CBS-TV on Saturday night, July 15, and will feature John Daly.

The charming, unofficial ambassadors who appeared at the Clubhouse represented Austria, Belgium, Denmark, England, Finland, France, Germany, Greece, Holland, Iceland, Ireland, Israel, Luxembourg, Morocco, Norway, Scotland, Spain, South Africa, Sweden, Switzerland, Turkey and Wales.

Accompanying the girls on their New York and OPC visit was Roland Gammon of Peed, Gammon & Company, PR consultants for the group.

JOE THESE DATES ON YOUR

CALENDAR



Mon., July 10 - Informal Press Reception: *Journalists representing local papers in West Germany. The group, led by Kurt Klotzbach, editor of the Dortmunder Nord-West Zeitung, is traveling throughout the U.S. under the auspices of the city of Dortmund. Cocktails 5:00 - 7:00 p.m.*

Tues., July 11 - Special Press Conference *followed by cocktail reception for goodwill mission from the U.S. to explain the purposes of the Korean coup, aims of the present regime and, of course, South Korea. Members and working press only. Time: 11:00 a.m. Though reservations generally are not required for press conferences, kindly let us know in advance if you plan to attend this special affair which will replace the usual Tuesday evening program.*

Koterba & Trimble Plane Crash Victims

Death cut short a brilliantly successful career when newspaperman Ed Koterba, 42, of United Features Syndicate was killed in a plane crash off the Pacific Coast Tuesday, June 27.



Koterba's every-weekday column, "Assignment: Washington," which has been a popular feature in more than 75 papers throughout the country, will be missed by millions of readers.

Born in Omaha, Neb., Koterba began his newspaper career as a copyboy on the Omaha World-Herald. After World War II service as an intelligence officer, he became a reporter-columnist, and later editor, of the Waynesboro (Pa) Record-Herald. He moved to Washington, D.C., in 1951, working for the Times Herald and the merged Washington Post and Times Herald. He left the newspaper in 1955 to devote full time to a syndicated column he began writing in 1952. He discontinued this in 1958 to take a six months' tour of North America and later a round-the-world tour of U.S. military bases. He joined United Feature Syndicate in 1959 and began writing "Assignment: Washington," a lighter-side look at life in the Capital.

President Expresses Sympathy

President Kennedy opened a news conference on June 28 with a statement of sympathy for Koterba's family and the press in general. "He was a most outstanding newspaperman," said Kennedy.

A former member of the White House Correspondents' Association, Sigma Delta Chi and the National Press Club, Koterba is survived by his wife, Dorothy, and son, Edward Victor.

Another body recovered from the same plane disaster was that of Ned M. Trimble, 34, Kansas City Star travel editor and music critic.



ROUND-THE-WORLD-BEAUTIES grace Clubhouse and charm members at June 30 reception.

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Overseas Ticker



..... Edited by THOMAS B. DORSEY

NEW DELHI... from PAUL GRIMES

Phil Potter, Baltimore Sun, is back from vacation in Kashmir. Phil and his wife, Ruth, spent a week in Gulmarg, a 7,500-foot-high resort above the Vale of Kashmir, roaming on horseback Welles Hangen, NBC, and wife, Pat, also have been vacationing in Kashmir. They tried to return home by car last weekend but found the Banihal Pass blockaded by landslides and had to return to the Kashmir capital of Srinager Jim Becker, new AP bureau chief, has found an apartment and nearly has completed the always-tedious chore of clearing his household effects through Indian customs. He plans to begin a lot of traveling around India soon Prof. John Kenneth Galbraith, new U.S. Ambassador, has decided to invite American correspondents to accompany him on many of his trips in India. They will go on the Embassy air attache's plane which will take them to a lot of hard-to-reach development projects where there are no commercial air services. Jim Becker accompanied the Ambassador to the Bakhra-Nangal Dam last weekend Pat Killen, UPI, is back from South India and Ceylon Charley Mohr, Time-Life, and his family are off to Kashmir for vacation A son, their third (no girls) was born June 26 to NY Times' Paul Grimes and wife, Mimi Henry Bradsher, AP, is back from the spectacular wedding of the Maharajah of Bharatpur where Henry doubled as guest and photographer.

MADRID from THURSTON MACAULEY

This will be this correspondent's last Madrid dateline as he leaves for Stuttgart, Germany, early July with wife, Doris Johnston Macauley, and son to take over

Stuttgart Stars & Stripes bureau. The Stuttgart bureau was recently run by H. B. Kraft, now at Ramstein. Wallace Beene, who has been operating out of Darmstadt hq, is due in Spain early August to become Madrid bureau head.

Owen Hutchinson, Embassy press attache, was slightly injured in a motor crash which wrecked his car. Hutch was driving back to Madrid from Benidorm where his family is holidaying.

Madrid OPCers attending Ambassador Anthony Drexel Biddle's first reception for Americans included Ralph Forte, NY Daily News; Bob Rooney, ex-UPI now free-lancing; Doris Johnston Macauley and this correspondent Ed St. John, late of Fox Movietone News, is producing a movie in Greece.

TOKYO... from GENE KRAMER

Cecil Brown, veteran NBC correspondent and former OPC president, launched the most unusual "rocket" of his career during the recent coup d'etat in South Korea. AP-Seoul was asked to check an NBC report that Chang Do-Young, the new Korean soldier-premier, was sick with chicken pox. Brown had not reported that for NBC but—wait—he did say "General Chang was stricken with second thoughts...."

Ed and Catherine Clark, New York Herald Tribune and NBC, were the only foreign correspondents in Seoul when the Army seized the city at dawn on May 16. It was nearly 30 frustrating hours later before the largest press delegation since (Continued on page 6)

Editor This Week: Margaret Ralston
Bulletin Committee Chairman
Richard J.H. Johnston
Managing Editor: Lucille G. Pierlot

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PORTRAITS OF EXPLORERS Byrd (l.) and Freuchen (r.) are framed by OPC president John Luter; Richard Dempewolfe; artist George Mack Tarbox (center); Ansel E. Talbert; and Adventurers Club president Fred Neilson.

PORTRAITS PRESENTED BY ADVENTURERS CLUB

Portraits of polar explorers Adm. Richard E. Byrd and Peter Freuchen were presented to the OPC by the Adventurers Club on Thursday, June 29, at a Polar Night reception and dinner.

Fred Neilson, president of the Adventurers Club, presented the portraits to OPC president John Luter at a reception on the tenth floor. A third portrait, that of Adventurers Club member Tex O'Rourke, will also grace the OPC. All three portraits were painted by George Mack Tarbox of the Adventurers, who was present at the ceremonies.

Later at a dinner attended by OPCers,

New UPI, AP Posts Named

Appointment of James R. Whelan as UPI International manager for Venezuela at Caracas was announced this week. Whelan succeeds Joseph A. Taylor, transferred to the Buenos Aires bureau as night news editor.

Francesco Mattioli has just been appointed to the newly-created AP post of South American photo editor. He will be based in Buenos Aires.

NEW GIFTS FOR LIBRARY

The Library Committee is holding the following gifts until the Library is set up again: "The Owl Hoots Twice at Catfish Bend", fantasy-satire by Ben Lucien Burman (Taplinger); "Questions Older People Ask", by Henriette Kish, a service to the 60-million Americans over 40 (Dutton); "When James Gordon Bennett Was Caliph of Bagdad" by Albert Stevens Crockett (Funk & Wagnalls 1926) presented by Tom Mahoney; and "Crusade for Journalism", official history of the Australian Journalists Association, published for its Jubilee in 1960, presented by Mel Pratt, Director, Australian News & Information Bureau.

Adventurers and guests, Richard Dempewolfe, Eastern editor of *Popular Mechanics* magazine, spoke on his experiences last November in the Antarctic, where he covered the U.S. Navy's Operation Deep Freeze. The evening was topped off by a 40-minute film Dempewolfe made at the Pole. Ansel Talbert, member of the Adventurers as well as OPC vice president, was master of ceremonies at the dinner.

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A Broadcaster Asks: "Are Newspapers Doing Their Job?"

By CHARLES COLLINGWOOD, CBS

(ED NOTE: The following is excerpted from "WCBS-TV Views the Press" which was broadcast June 29. Mr. Collingwood's remarks do not reflect the opinion of the Bulletin, and in fact the Bulletin editors look forward to hearing from OPCers concerning their views on Mr. Collingwood's appraisal of the New York press.)

New York must love its newspapers. It buys so many of them. But.....

Are newspapers doing their job?

Approximately five and a half million New York newspapers are sold every weekday and about seven million every Sunday. We pay \$3,200,000 a week for them, \$167,000,000 a year.

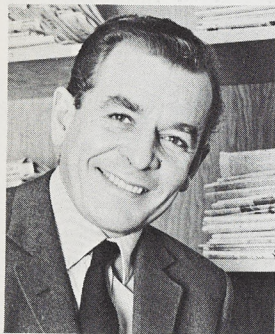
Anyone who lives in the New York area is offered more of a choice among newspapers than any other American. The city has seven major dailies (eight if you count the *Wall Street Journal*). There are seven minor ones and a polyglot foreign language press. The *New York Times* is generally conceded to be the greatest newspaper in America — some say in the world. The *Daily News* has the largest circulation in the U.S.

Press Suffers

But in spite of its comparative excellence, the New York press suffers from certain deficiencies. Some of them are built-in. They are the same deficiencies from which we all suffer in trying to keep abreast of the runaway flood of events. Some grow out of the special character and personality that individual newspapers have developed in order to survive. But some of these deficiencies are the result of failure to measure up to generally accepted standards of what a newspaper's job ought to be.

To begin with, a newspaper's primary function must be to give the news. That's where it got its name — a *news* paper. A newspaper in a democracy should provide the information people need to make decisions about their government, their work and their personal lives. News is, theoretically, anyway, the principal rea-

Charles Collingwood joined the CBS staff in 1941 as overseas correspondent in London and Paris. He became the first UN CBS correspondent in New York in 1946. Since then he's been on the West Coast staff, was White House correspondent from 1948-51, and was chief of the London bureau 1957-60, when he returned to New York.



son that people buy newspapers. But, actually, a relatively small part of a newspaper these days is taken up with news — much smaller than most people realize. A very large part of today's newspaper is advertising. In New York newspapers, the advertising content runs from 71% of the *Post* down to 46% of the *Herald Tribune*.

Newsless Newspaper

Another big part of a newspaper is devoted to all sorts of special departments. What's left is news. A.J. Liebling, the *New Yorker's* critic of the press, was characteristically waspish about this during a recent discussion we had with British historian Arnold Toynbee. Liebling said:

"It is now possible to publish a profitable newspaper with very little news in it. In fact, the less news you have, the more profit you get, because, although editorial expense is now only 10% of a newspaper budget, 10.67% to be exact, it is an expense. So, the technicians of the business office are now working toward the entirely newsless newspaper."

This lack of news reflects a profound truth about contemporary newspapers and that is that news is less important to them than it used to be. In the old days, newspapers were a community's primary source of information. Above all, they were its fastest source of information. But then radio and TV came along. Electronic journalism can always outstrip the printing press and the delivery truck when it comes to getting the bare facts before the public. The press, with the greater space that it has, ought to be able to give more detail and more background, but it can't compete for speed.

As radio and TV took the edge of immediacy off newspapers' news, the magazines began to compete for completeness. *Time*, *Newsweek*, *U.S. News & World Report* take the week's news, digest it, balance it, background it in ways that newspapers with their daily deadlines can't easily do. Interpretive opinion magazines can take a week or two to worry over the news. And more and more magazines that started out as something else are getting into the news business. The *Saturday Evening Post* began as a fiction magazine and is now preponderantly a fact magazine. The *Saturday Review* publishes almost as many news-oriented pieces these days as it does book reviews.

More Magazines

The result is that newspapers today no longer provide either the quickest or the fullest news. So they have tried to develop other appeals to readers. They are becoming more and more like maga-

zines while magazines are becoming more and more like newspapers. Some of the best reporting now appears in magazines and some of the most diverting entertainment in newspapers.

A sort of Gresham's Law of Journalism is in operation in newspapers whereby non-news drives out news. It is enforced by the unyielding pressure of economics. As someone has observed, newspapers have only two problems: to stay in journalism and to stay in business. There are some papers which seem to find it impossible to do both. And most papers have had to make compromises.

Look at the fantastic welter of stuff that newspapers print in their special sections. Baby care, dress patterns, beauty hints, puzzles, games, etiquette, hobby stuff — if enough people began to collect shrunken heads, some paper would run a regular column for them. The paper will give you advice on your garden, get a doctor to discuss your symptoms, correct your English, or tell you how to bake a cake.

Now, I would be the last to say that all of this isn't conceivably interesting to somebody. Some of it belongs in a newspaper. Some of it even has something to do with news. But most of it doesn't.

Washington Tops New York

It's when you get to the news that requires effort to dig out, knowledge to understand and vision to recognize that the New York newspapers are weak. The local coverage of both the city and the state is inadequate and unenterprising in every paper.

Washington is better covered than New York. The papers put better men there. Anyway, Washington is a huge news factory with elaborate techniques to make news easy to get. Foreign news is something else again. Only the *Times* and, to a lesser degree, the *Herald Tribune* maintain extensive foreign staffs. As a result there isn't all that much foreign news. Everybody says that Latin America is so important but how much did you see in the New York papers on Adlai Stevenson's recent trip? The papers that don't have news staffs abroad, by and large, rely on the AP and UPI. All too often they hit the high spots and give you the gist of the main events, not always getting very far below the surface.

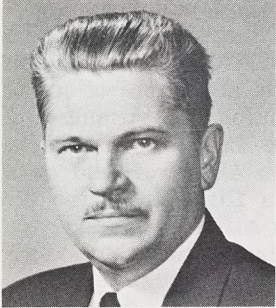
The bane of New York journalism — all regular exceptions taken — is trivia.

The worst definition of news ever made is that Man Bites Dog is a great news story. It isn't. But New York newspapers are full of Man Bites Dog stories and Wife Bites Husband stories, and child

(Continued on page 5)

Cieplinski Appointed to State Department Post

The Kennedy Administration added another newspaperman to its ranks, with the appointment (June 28) of *Michel Cieplinski* as Deputy Administrator of the State Department's Bureau of Security and Consular Affairs. This Bureau includes the Offices of Refugee and Migration Affairs, Passports and Visas, Security and Special Consular Services.



Cieplinski

Formerly manager of "IKC," producing two daily and five weekly newspapers in Poland, Cieplinski became a refugee from both the Nazi and Soviet armies. He now is in charge of the very program which enabled him to come to America.

His career has included service with *Nowy Swiat* (N.Y.), presidency of Inter-Racial Press, Commissioner of Intergroup Relations for the City of New York, and Executive Director of the Nationalities Division of the Democratic National Committee.

BROADCASTER (Cont'd from page 4)

custody cases, and hold-ups and murders and gossip little stories of oddities of human behavior.

The most sophisticated defense of triviality is put forward by *James Wechsler*, editor of the *Post*. He says this is the way we are and that it's part of a newspaper's job to record it. "If a newspaper is (among other things) supposed to reflect the interests of the age in which it is published," says Wechsler, "The *News* offers a more accurate picture of the period than does 'the *Times*.'"

But whether the excuse is revealing pitfalls to the unwary or reflecting the true image of 20th Century Man, the fact remains that every trivial story that is printed means just that much less space for important information.

The main trouble with our newspapers is that after you've read them you still don't know what's really been going on. It's not that we have been deliberately misled; it's that we aren't being told enough.

Newspapers have been having a difficult time in our day. Somewhere in the competition with other news media and the struggle against rising costs and falling profits, the old definition of journalism has become blurred. Papers get by these days on a lot of things besides news. A free press must be self-supporting, but if it is to do its job it can never forget that its main duty is to inform.

TRAVELERS CELEBRATE

Members of the OPC's first charter flight to Europe were welcomed home at a Club party in their honor on June 27. A highlight of the evening was the presentation of a gift certificate to *Madeline D. Ross*, chairman of the Charter Flight Committee, by *Donald Lynch*, on behalf of the appreciative members and spouses who made the trip.

President *John Luter* welcomed the travelers back and Rear Adm. *Harold B. Miller*, PR director of Pan American — the line which carried them — expressed PanAm's delight in its participation in the project. To convey the convivial spirit of the journey, he modestly recounted the inventory of liquids consumed by the thirsty OPCers enroute from Idlewild to Paris, with PanAm's compliments: 14 bottles Scotch, 6 Canadian Club, 6 Bourbon; 8 Martinis; 5 Manhattan; 2 gin; 3 sherry; 1 vodka and 24 cans of beer.

Chairman Ross reported that on the return flight an offer made quite innocently by Shannon Airport officials last year — a free bottle of Irish whiskey — was taken up. Though slightly nonplused at the unexpected sight of a battalion of members, the Shannon authorities came through splendidly.

Because the flight was fully subscribed, members were sent a \$10 refund on each ticket, reducing the total round-trip fare from \$275 to \$265.

PUBLICITY EXECUTIVE OF THE MONTH



W. GRANT BURDEN, Director of Public Relations in the east for Union Pacific Railroad, headquarters in New York City and handles general publicity, including travel and Sun Valley, and corporate PR.

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PEOPLE & PLACES

TRAVELING: Milton Bracker, NY Times, is back in NY on city staff after 10 months in Paris as reporter on the International Edition.... **Will Yolen** left for 3-week busman's holiday, touring reciprocal press clubs in the U.S. **Amy Vanderbilt** is spending a few weeks at a dude ranch in Colorado going over final proof sheets of her latest book, "Amy Vanderbilt's Complete Cookbook," due to be published in August.... **Sanford Grif-fith**, founder-director of African Study Center, New School, and graduate faculty member, CCNY (History Dept.), just completed annual visit to Algeria and Morocco. He's now touring W. African nations on fact-finding-study tour.... **Ben F. Carruthers**, PR manager, Hilton Hotels International, recently returned to NY from Europe and Mideast where he consulted with Hilton PR representatives and gathered story material for hotel operations.... **Photographer Carl Perutz** is on a month's combined business and pleasure visit in California with his wife and son.... **B. Wierzbianski**, Foreign News Service, left for Puerto Rico to attend opening of the hemispheric seminar of newspapermen on professional matters.... **William M. Freeman**, NY Times, made fast trip by PanAm from Rome with his wife when word came that his mother had been stricken with a heart attack. His mother, well-known stage and film actress Marian Leeds, died on June 26.

PUBLICATIONS: Edgar Ansel Mowrer's new book, "An End to Make Believe," will be published in September.... **Robert Francis Kane** had an article in June issue of Public Relations Journal on PR (dearth of) in the building field.... **Jack Harrison Pollack** interviewed 20 living children of former presidents in U.S. and Europe for his This Week story on "White House Children".... **James Winchester**, King Features Syndicate, has an article on "Our Army Needs" in July issue of Mechanix Illustrated.... **William L. Laurence**, NY Times science editor, has written, edited and recorded a new LP record, "The Conquest of Space," describing man's achievements on space from Newton to Shepard.... Since its publication in McCall's in January, the life story of Gary Cooper, written by **Leonard Slater**, sr. editor and columnist, has been reprinted in 25 U.S. newspapers and syndicated throughout the world.

RADIO-TV: **Bernard Sobel** will talk on the theatre over TV's channel 13 on Wednesday, July 12, 5:00 p.m.... **Robert S. Kane** appeared on WNTA's Betty Furness show June 29.... **Philip Clarke**, in addition to his duties as general editor of Newsweek, has begun a weekly series of commentaries over WMCA, broadcast every Sunday, 10:30 - 10:45 p.m.

TICKER (Cont'd from page 2)

Ike's June, 1960, visit moved into the Bando Hotel.

The only two commercial flights from Tokyo to Seoul were cancelled on the 16th because of uncertainty and possible danger to passengers on the Korean end. A group of newsmen who had spent the morning at Tokyo International Airport in vain chartered an airport limousine for the two-hour ride to U.S. Air Force headquarters on the other side of town. After much discussion and consultation with Seoul and the Pacific Command in Honolulu, the Fifth Air Force laid on a special DC3 press flight under the regulation permitting military transportation for newsmen covering stories which vitally affect the defense establishment.

Coverage during the early days of the New South Korea was a matter of watching street parades and catching the proclamations read over Seoul Radio or to newsmen by a press officer standing at the head of a stairway in junta headquarters, and checking diplomats. Familiar Korean sources were jittery. Rumors and theories were plentiful in the Bando's "press row," including a bit of wry humor to the effect that "CIA couldn't have had anything to do with this coup d'etat because it succeeded."

The military regime soon recognized a need to cultivate support abroad and became quite helpful arranging interviews with top generals and colonels - but always with the requirement that questions be submitted in advance.

Censorship was never applied to outgoing dispatches, but Korea's newspapers were under pre-publication censorship for 10 days. This followed by "self-censorship," surrounded with such pressure that little but praise of the takeover has appeared.

The influx of correspondents into Seoul included Brown and Y.S. Kwon, NBC's OPC award-winning cameraman; **Peter Kalischer** and **Wade Bingham**, CBS; **Stan Rich**, ABC; **Bernie Kalb**, NY Times, en route from his post in Djakarta to accept the Council on Foreign Relations scholarship in New York; **Charles Smith**, UPI; **Gene Kramer**, Alan Cline and **George Hoshino**, AP; **Lee Martin**, US News & World Report; **Jean Launois** and **Don Connery**, Time-Life; **Keyes Beech**, Chicago Daily News; **Robert Hewett**, Minneapolis Tribune; **Ed Neilan**, Christian Science Monitor-Copley; **Alfred Smoular**, Paris Match; **Robert Guillian**, Le Monde; and **William Lange**, DPA.

Connery and Launois rushed from Seoul to Yokohama to catch the inaugural of a new Soviet passenger ship line from Japan to Siberia. They're continuing to Moscow via Trans-Siberian Railroad.

Continuing interest brought another wave of Tokyo newsmen to Seoul in June, including **Ed White**, AP; **Sol Sanders**, McGraw-Hill, **Rafael Steinberg**, Newsweek.

PLACEMENT

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United States

No. 496 Midwest - Publicity man, journalistic background, for internatl. dept. maj. corp. Maj. responsibilities internatl. publications, some internatl. press writing. Salary \$7,500, extensive benefits.

No. 514 Suburban hospital in N.Y.C. area needs someone to be in charge of PR, community relations & fund raising. Salary around \$10,000.

If you are registered with the OPC Placement Committee and wish your resume presented to employers for jobs listed above, or otherwise available, or wish to register with us for assistance in job placement, please write or address Miss Alice Roberts (who is now serving in part as Executive Secretary) at the OPC, 54 West 40th St., New York 18, N.Y. Write or phone (LW 4-3513 or the OPC number LW 4-3500, if there is no answer) to let the Committee know of jobs available. We can assist only OPC members in finding jobs.
Stephen E. Korsen, Chairman

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FOR SALE OR RENT - Colonial house in Yorktown Heights (Westchester). Heavily wooded acre. Stream. Dead end street; walking distance of school; Harmon commute. 3 bedrooms, family room, study, wall-to-wall carpeted living room with cathedral ceiling and fireplace opening onto 50' sundeck. Luxury appliances throughout. Sale price: \$26,900 (30 year, 4½% GI Mortgage). Rental: 2 year lease minimum, \$225 unfurnished, \$250 furnished. Call YOrktown Heights 2-9788.

SUBLET: Attractive 2 rooms, top Grand Central area apartment (Executive House, 225 E. 46th). \$155. Suitable office with all services available. Unfurnished but furniture available if desired. PL 2-3479.

GEORGIAN COLONIAL, 15 minutes from Washington bridge. Rustic acreage, brook. 5 bedrooms, maid's room, 3 baths, large living room, library, study, 3 fireplaces, harvest kitchen, modern appliances, furnished. \$3,600 a year. Or sell for \$44,000 including large studio rented at \$1,500 a year, pays mortgage interest, taxes. Cash \$15-20,000.
Hu White, Tele: Elmwood 9-4595.

FGN PRESS ASSN SPOTLIGHTS CLUB

A three and a half page article on OPC is included in the June-July issue of the Foreign Press News, published by the Foreign Press Association in New York.

OPC WAVES NEW FLAG

A new and larger Club flag has been added to the new and larger Club building. The bright yellow-and-green banner is now proudly waving on West 40th.

Toronto Men's Press Club Added to Reciprocal List

The OPC Board of Governors voted unanimously on a reciprocal agreement with the Toronto Men's Press Club last week and is now making arrangements for reciprocals with the Toronto Women's Press Club (similar to the type we have with the London Women's Press Club) in order to satisfy our debutante members.

The new Toronto club affiliation brings our reciprocal list up to 30. Seventeen of these are located in, and 13 outside the U.S.

H.W. (Pat) Patterson of the Toronto Men's Press Club, 119 King Street, writes that the TMPC members are looking forward to playing host and making friends with the OPCers.

MANNING MOVES TO TRIB

Robert Manning, former *Time* bureau chief in London, has been named Sunday editor of the *Herald Tribune* in New York. He takes over new duties on August 1.

CORRECTION

Under the "Membership Applications" section in last week's *Bulletin* (July 1, 1961), the six names listed as active should be classed as associate.

Koppers Company, Inc.

is a leading producer of plastics, tar products, chemically-treated wood, coke and dyes. The company also is a major builder of steel mills and other heavy industrial facilities. A research-minded organization geared to furnish diversified products and services to industry, Koppers has headquarters in Pittsburgh and plants throughout the U.S.

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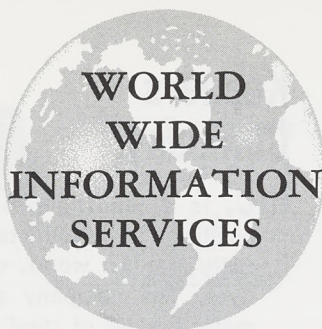
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Former INS Reporters Aid Industry

A few weeks ago a major manufacturer was trying to decide whether to buy a competing company. He had to make a decision within a week, and he needed to know precisely what he was getting into. Specifically: what did the leading customers think about Company "X," what was the background and "track record" of the executives and how was it regarded by its employees and neighbors in its own home town?

This meant fact-finding in 51 cities and doing it on a confidential basis and in one week's time. It meant much more than routine credit checks. It required probing interviews by veteran fact-finders who knew how to interview and whom to interview.

The major manufacturer was able to get the job done, on schedule and to his complete satisfaction, through the facilities of a comparatively new and unpublicized organization, World Wide Information Services.

World Wide Information Services, now in its third year of fact-finding for industry, has an unusual story behind it. In June, 1958, the International News Service (division of Hearst Corp.) was abruptly merged with the United Press. This left virtually the entire INS team of veteran newsmen "at liberty." One of the INS men, Richard Hubbell, decided to do something about it. The day INS ceased operation he organized a new company and called it W.W.I.S. It continued the "special service" division of INS and W.W.I.S. signed up about 92% of the INS correspondents throughout the world. It did not try to compete with the Associated Press, gathering general news for distribution to newspapers and broadcasters. Instead it was developed into an information network for business and industry.

Today, two years later, its nearly 6,000 reporters cover every market in the U.S.A. and Canada and key markets in 98 other countries and territories throughout the free world. It has become a recognized leader (and the only company of its kind) in the field of objective reporting of

facts for major corporations. Its clients include most major advertising agencies and such blue chip companies as American and Capital Airlines, Armstrong Cork, Chrysler, Collins and Aikman, Douglas Aircraft, General Telephone, Goodyear, Hill and Knowlton, Life and Time magazines, Paramount Pictures, RCA, Royal McBee, St. Regis Paper, Sylvania, Union Carbide, U. S. Rubber, Vick Chemical, Westinghouse, and the New York Stock Exchange.

The key to the success of W.W.I.S. is simple: it uses accredited newspaper reporters and editors who live and work in their own home towns. They are employed by local newspapers, and they know their own cities intimately. With the approval of the owners of the newspapers, they serve as correspondents for World Wide, just as they might for the Associated Press. Newsmen are trained to ask questions, get the facts and the "why" of things quickly, correctly, without bias. They are not "keyhole peepers" or private detectives. They are journalists of integrity, members of a distinguished and resourceful profession. Since they already are established in their own cities, they are available to go to work at a moment's notice. They do not travel to distant points, running up travel expenses.

Sometimes their effectiveness surprises even the executives of W.W.I.S. It is not uncommon for them to complete in a few hours assignments that ordinarily would take days or weeks. When the cranberry scare about cancer took place last November, W.W.I.S. completed a survey overnight in 58 markets to find out what had happened to the cranberry business. But the real challenge comes when tougher problems are posed.

Many of World Wide's reporters are business and financial editors of newspapers; others are managing and city editors, as well as general reporters. Headquarters of World Wide Information Services is at 660 First Avenue, New York 16.

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